"Greatest Battle Ever"

JULY 15 Pres Wm Green of AFL addressing NY convention promised "the greatest political battle ever waged by organized labor in America" to defeat every Representative of Senatorial campaigns who voted for the "monstrous" Taft-Hartley bill.

This makes it unanimous: AFL, CIO, BR, Brotherhoods, etc., a total of 15,000,000 members, 30,000,000 voters or more who with relatives and friends is a vast majority of the American people.

It was big news. The great NYTimes buried it on p 4.

Radio Beats Press

CREDIT Eric Sevareid of Columbia Broadcasting, and other radio reporters, who July 15 without editorial comment read a tiny item but emphasized its importance. The Kiwanis Club of Ahoskie, N C, raffled off a $3200 auto. When winner was found to be a Negro, the club refused to deliver, sent the sheriff to his house, gave him back his dollar for his ticket.

As a result of radio using the item on nationwide broadcasts, Kiwanis got a black eye, and promised to get the winner another one. Most newspapers did not use the story until the radio had made it a challenge to them.

Cigarettes for Children

ALTHOUGH there has been a 300% increase in smoking between the two world wars (and a 500% increase in cancer; see wide column) the tobacco makers are trying to raise the percentage of US smokers, now 32% of adult population.

Only new markets possible are women and children. Only 33% of women now smoke. Makers hope to lower age level for boys and girls.

Report, "Time," advertising weekly (5/23/47): "Since most men are already cigarette smokers, the male market is pretty well saturated; competitors can only pilfer brand against brand, advertising technique against advertising technique, in an effort to woo male customers away from their rivals.

"Actually most cigarette experts think there are only two directions in which the market can expand substantially: toward a younger age level and toward women.

"STOP CANCER" DRIVE SUPPRESSES SCIENTIFIC NEWS LINKING DISEASE TO WELL-ADVERTISED CIGARETTES

New Evidence on Tobacco—Killed or Buried........ p 3

TWENTY-FIVE million Americans heard Walter Winchell announce in his broadcast on the night of July 13 that a Mrs Kvetan of Mont Clare, Penna, had won the Damon Runyon Fund cancer slogan prize, a house and lot worth $40,000.

The winning slogan: "Arrest Cancer. It's Wanted for Murder.”

Winchell has been the leading spirit in raising the fund, which will reach a million dollars or more.

As cancer deaths have increased, the nation has become aware that there has not been enough research, enough medical scientific investigations to provide cures. So far not enough.

City, state and national government appropriations have been small. The Winchell-sponsored fund has won the approval of the whole nation.

Tobacco Money

Pays Press and Radio

In the same month in which Winchell told 25,000,000 that cancer is a killer, the American Institute of Homeopathy met in annual convention at Swampsoc, Mass, and heard, among other reports, one giving the latest scientific findings which show—not for the first time—that the use of cigarettes, cigars and pipe tobacco have a direct relation to the increase of cancer.

Since 93% of the American adult population of the nation now smokes (Gallup poll 12/20/44) this would have been startling news to at least 52% of the readers of the newspaper press, and to Winchell's 25 million.

Winchell is not sponsored by a tobacco company, but every one of the radio networks owes a good share of its financial stability and its profits to the makers of Luckies, Camels, Chesterfields, Old Golds, Philip Morris and Ralpes, and apparently no radio station will permit the facts to become known. Neither will the press.

Cancer Cases Increase With Cigaret Sale

There are, of course, a few exceptions in the newspapers. Immediately after the adjournment of the Institute of Homeopathy convention, the Dayton Daily News had its staff writer, Herbert A Shaw (who merits a Pulitzer prize for this and other work) interview Dr J D Varney, one of the physicians reading papers on the relation of the use of tobacco to cancer and heart diseases. Shaw's article appeared July 11, and the following are the most noteworthy paragraphs:

"If Dr J D Varney has his way, the nation's cigarette manufacturers would have to close up shop.

"I found [the doctor said] that since the advent of cigarette smoking and the practice of inhaling, the two afflictions noted above (certain types of cancer and heart trouble) have increased about 1000%. There's no doubt in my mind that the cigarette is to blame.'

"Dr Varney pointed to a report carried in the July 1944 issue of the American Medical Assn Journal regarding an experiment.

"As to cancer of the lungs caused by nicotine, Dr Varney points to another report, carried in recent issues of "The Diseases of the Chest." In this report a New Orleans chest surgeon wrote that cancer of the lungs is one of the most frequent and important primary lesions, secondary to cancer of the stomach in autopsy findings. He pointed out that rejected inhalations of tobacco smoke produce chronic irritation and the incidence of bronchial cancer directly parallels the increase in cigarette sales.

"Aside from cancer and heart disease, Dr Varney has another theory on the harmful results of cigarette smoking as it applies directly to prospective mothers.

"I've noted that the newborn baby whose mother has been smoking during pregnancy is very fretful after birth. I believe this is directly due to the
The publication of such news items as the foregoing by a commercial newspaper—which takes tobacco advertising—is something rare in U.S. journalism. In 1945
In Fact credited the Durham, N.C. Morning Herald with publishing a front-page news item headed “Cancer of Lung Increases With Sale of Cigarettes.” This item dealt with a report read to the American Cancer Society by Dr. Alton Ochsner of New Orleans.

The meeting was held at Duke University, an institution which owes its existence to the use of tobacco.

The New Times on Oct. 3, 1946 carried a large news item under this heading: “Scientists Discuss the Possibility of Getting Cancer From Smoking.” Dr. Wm. Rienhoff of Johns Hopkins, addressing a medical symposium at the U of Buffalo, discussed the possibility of an increase in lung cancer among women due to the fact that smoking among women has been increasing for 20 years.

The Times must also be credited with publishing (12/25/44) an item (2½ inches) saying the Northwestern Mutual Life Insurance Co believes the shortage of cigarettes in wartime may lengthen human lives. The firm reported that “long-term studies of large groups of policyholders... had shown 25 to 100% rises in death rates among heavy smokers in the 30 to 50 year age brackets as compared with nonsmokers.”

But, generally speaking, the U.S. press has suppressed at least 90% of the news items in which tobacco and especially the use of cigarettes, have been mentioned unfavorably. In the Aug. 1946 issue of Reader’s Digest, Leonard Engel pointed out that although the death rate from cancer is increasing and the use of cigarettes is increasing, “the anti-cancer campaign makes no mention of this fact: there is now scientific evidence which indicates that tobacco may be a cause of widespread, terrible forms of cancer.”

In addition to the suppression of news adversely affecting tobacco, the press also obliges its tobacco advertisers in other ways.

New York Times. In its May 18, 1947 Sunday magazine it carried a glowing tribute to tobacco by staff writer W. B. Hayward. Title: “Why We Smoke—We Like It.” Inserted in this article was a boxed item pretending to give the other side of the story. It contained three quotations, one from Ben Johnson, a poem by Philip Freneau, and a cockeyed piece written by Tobias Venner in 1620.

Nothing of new medical research on cancer and heart diseases, of course.

The Times (10/28/43) also ran: “Body Dissipates Nicotine. Doctor Alters the Danger, Virginia Doctors Report.” While the Times does not suppress all tobacco items—although it suppresses most of the Federal Trade Commission fraud orders against tobacco firms, and others—it frequently reminds the manufacturers it is in business for money by publishing items such as the above.

Time. The color page ads in Time bring in $8000 each. Students of journalism could write thesis on Standard Oil, American Tobacco, and other ads and Time’s reporting of the Standard “treason” charge by Senator (now President) Truman, and medical reports on cigarettes. Recently Time has been running numerous pieces in favor of tobacco. Sample: “A Pleasant Smoke. A sacred creed of most doctors—that smoking is bad for diseased hearts—was disputed by Dr. Robt L. Levy and a group of colleagues at Columbia’s College of Physicians and Surgeons. Dr. Levy’s group found that patients with various heart diseases who smoked two cigarettes a day show no harmful effects. . . .

Dr. Levy’s conclusion: moderate smoking is all right for many heart patients. But patients with such diseases as congestive heart failure, acute rheumatic heart disease and acute heart damage, should let tobacco alone.”

Find Doctors To Approve
Cigarettes

Newsweek. Under the heading “Smoke, Drink and Get Well!” this magazine (12/1/48) also was able to find a doctor on the side of tobacco and alcohol. Newsweek reports: “Sipping a highball while smoking was recommended for smokers suffering from heart disease by a prominent health specialist last week. Dr. Wm. D. Smith, professor of cardiology at the Graduate School of Medicine of U Penn, made the recommendation.”

Glamour. This is one of the many publications whose chief function is to publish ads for cosmetics, clothes, and other items for young women. The tobacco industry, having already reached the saturation point in male smoking,.

“The first is somewhat limited because there is an age level, of course, below which cigarette advertising cannot go. The fact remains, however, that the trend toward direct advertising, and such advertising as the American Tobacco Co. just started on the Intercolligate Network, indicates that the business believes at least part of its potential is among the younger people.”

Bookburning U.S.A.

The power which $50,000,000 worth of tobacco advertising by an industry exerts in the press extends all the way to the book reviewing departments. Two examples:


Dr. Jesse Mercer Gehman of Paterson, N.J. published a most comprehensive study on the subject (576 pp), “Smoke Over America.” Dr. Gehman informed the editor of the churchman: “Some really big publications received this book, among them large newspapers, the so-called free press. None reviewed it.”

Old News; No Names

MAIN item in In Fact’s June 16 issue was the exposé of hundreds of firms violating food and drug laws. Biggest names in industry were named. It was pointed out that at least 80% of the U.S. press suppresses this news.

Apparently stung by these disclosures, Roy Howard’s United Press July 5 ran about 5 paragraphs of In Fact’s big story, printing the charge that many Americans are eating food defeated by rats, mice and insects. NY Herald Tribune frontpaged news July 6.

But not one name was used. Concerns such as A&P, Sh RADIO, Heinz, Borden, Cadbury, Safeway, Swift, Kroger, etc. are advertisers. The press continues to suppress the real news.

Another Blockade

JULY 7 Senator Murray placed in the Congressional Record a demand for the enactment of the National Health Insurance Act of 1947. He gave these facts:

1. On an average 2 persons out of every 3 need help to meet the cost of serious illness.

2. About 97,000,000 people in the U.S. need help to meet the cost.

3. In all the U.S. there are approximately 22,000,000 disabling illnesses...

4. The total hidden costs of sickness and disability, wage loss to workers and costs to business totaled in 1943 no less than 15 billion.

5. Only about 3,500,000 Americans (2 1/2%) were covered by comprehensive medical care plans in 1945... .

A combination of reactionary doctors,abetted by the manufacturers of drugs, and especially the patent medicine cabal, is blocking every effort at medical relief for the nation.

Signs of the Times

WHENEVER U.S. press is criticized, the NY Times is always used as rebuttal. In fact, the Times, although larger, is no better than most papers. Because it is influential it frequently does more damage, especially to labor. “Times Wars on
Labor," is July 5 head in RR weekly "Labor."

Dr. W. R. Rice of Union Theological Seminary sends The Churchman a copy of a letter he wrote the Times protesting statements in a letter from Cardinal Spellman the Times published. The Times minces its letter columns as well as its news columns, and printing columns. In all, it selects to suit its editorial policy.

Noted psychoanalyst A. A. Brill, translator of Freud, recently prepared an answer to statements by Magr. P. J. Sheen which he declared were "false visions" and "foolishly untrue." The Times printed the Magr. Sheen statements, refused to publish a reply from Brill prepared by the NY Psychoanalytic Institute. (The Herald Tribune did.

Finally, on July 6 the Times noted the fact that Brill accused it of suppressing the statement, but it still hasn't printed the reply to Magr. Sheen.

Meanwhile, in London, Times owner R. H. Sulzerberger graciously granted the press an interview where he gave his views on point. On the free press, etc. The NYT Times ran it full.

Next to Reading Matter

TABULATION made by Scott Nearing, editor of "World Events," shows Time magazine issue of 112 pages consisted of 22% reading matter only, 47 ads only, 43% mixed. Total 51 columns of reading, 75 of ads.

NY Times, Sunday, showed front page reading matter only, 37 pages ads only; also 97 columns of reading matter and 351 columns of ads. Continuing Professor Nearing, "Evidently the NYT slogan, 'All the news that's fit to print,' should be amended to read 'All the ads that can be squeezed between occasional columns of reading matter.'

'Are Time and the NYT exceptional? Certainly not. Dailies, weeklies and monthlies are stuffed to the brim with advertising. The chief job of the New York Times is to print ads. The News with them is incidental and secondary ...' If advertising for profit has moved into trade, commerce, it is likewise entering the professions. Wherever it has gone it has venerated, degraded, polluted and prostituted. This fate is now overtaking USA journalism.

Despite NAM Dope

RECENT annual meeting of Calif-Arizona Methodist Conference adopted report stating: "Moral judgments by the church have long been expressed against the use of tobacco. The industry, by the lust for profit." Report was immediately redacted by Paul Elgin of Los Angeles, a substitute was offered, but conference majority adopted original.

This action was taken despite big pro-

is out to get a majority of women. Glamour hired Dr. Henry C. Link to write an article (Jan '46) saying that smoking cigarettes is one of the most innocent of all bad habits.

School Paper Finds 300% Increase

The Progressive, protesting an article by T. C. Szinn Harding entitled "Fads, Facts and Frauds About Cigarettes," Joy Elmore Morgan, editor, Journal of the National Education Assn, wrote this weekly (1/18/46):

'The article ... is itself something of a fraud. It is full of misstatements ... Enclosed herewith is a statement entitled 'Cigarette Smoking Causes Lung Cancer,' which will appear in the NEA Journal for Feb. The facts in this statement show a 300% increase in lung cancer parallelled by perfectly a 300% increase in the use of cigarettes.

Tide. Leading magazine of advertising trade published (11/1/46) reproduction of a big ad by the Atlantic Division Co showing a burning cigarette and blaming cigarettes for a vast number of fires and the loss of many lives. A Tide reader thought this kind of advertising "ill-advised," suggested including a bottle of whiskey in the ad "because inebriated smokers are no doubt responsible for a proportion of the fires."

Pathfinder. The venality, subservience or prostitution of the press (newspaper and magazine) is nothing new, but documentary evidence is quite scarce.

Here is an instance where a magazine threw out a small, perhaps $25, advertisement in order to retain the full page ads on the big cigarette firms. The little man thrown out had offered a cure for tobacco. The advertising manager of Pathfinder wrote to his adv agency:

'We regret to advise that we are returning the White Cross Co's order here.

'We have been forced to discontinue acceptance of all tobacco ads because of pressure from our subscribers and large advertisers. By eliminating such types of advertising to which these groups object, we believe we will enhance Pathfinder's position as an advertising medium generally for all other advertisers, including perhaps some of your own clients.' (The Pathfinder at that time was owned by Emil Hurje.)

Fortune. The height, or perhaps depth, of journalistic venality, however, was reached by Luce's Fortune magazine (9/33) when it reported on "Alcohol and Tobacco," two of its chief sustainers. It concluded (page 88) that "the sum total of our knowledge of the 'evil' of smoking does not add up to much more than a zero."

This, of course, adds up to one of the great falsehoods of our time.

NEW EVIDENCE ON TOBACCO

The first exposure of the control of the press (and now the control of radio) by the tobacco interests, resulting in the suppression generally of all sorts of news items, from FTC, PTF, FTC, and others, to important findings announced at medical conventions, was made by Dr. Percy D. Dickey Dec 14 1942.

Since then we have been flooded with evidence from clippings and letters to scientific reports on smoking. Here is a short summary of the two main items we first reported, and the new evidence:

1. Johns Hopkins. The document quoted in 1942 is now out of print and so is out of print, but it can be found in Facts & Fascism (pp 234-6). Dr. Raymond Pearl, Dept. of Biometry, found that man for man, age for age, group for group, etc, the heavy smoker's chances of living a certain number of years was less than the non-smoker's. Moreover, it was his contention that the use of tobacco opened the body to the imroads of disease, so that the heavy user (2 packs a day is heavy; 10 cigarettes a day is moderate) had a worse time of it even in his shorter life. Dr. Pearl's conclusion:

"The net result is obvious. In this group of nearly 7000 men [observed and investigated by Dr. Hopkins for the test] the smoking of tobacco was associated definitely with an impairment of life duration and the amount of time of this impairment increased as the habitual amount of smoking increased."

2. Grace Clinic, Brooklyn, Dr. Edwin J. Grace, head of this noted cancer clinic, contributed to In Facr one of the first scientific reports on this relation of nicotine and tar in tobacco to the marked increase in cancer. Dr. Grace's conclusions: "Cancer of the mouth, lips, tongue, larynx and pharynx is more prevalent in smokers than in nonsmokers."

3. American Medical Assn. Its Journal (7/15/44) published as its main item "The Effects of Smoking Cigarettes," written by Dr. Grace M. Roth, Captain John B. McDonald, Medical Corps, USA; and Dr. Clarence Eberhardt, Mayo Clinic, Rochester, Minn. This is probably one of the most authoritative scientific reports on the subject. All tests were made with only two cigarettes, and it was shown that they affected bodily temperature, the basal metabolic rate, electrocardiogram, increase of blood pressure. An absolutely reliable report such as this contrasts with the uncomparable certain doctors have been writing in popular publications. The item however, was generally suppressed. (NYTimes July 14 ran 6 inches, last page, last item.)

4. Dr. Sheard. The AP reported (3/15/46) that Dr. Sheard of the section on physics, Mayo Clinic, had told a meeting of biologists in Atlantic City that the use of two cigarettes causes a delay of 15 to 30 minutes in seeing well in the dark. The AP talked to on this a report that 5 doctors at the Medical College of
Va had found that rats subjected to tobacco smoke lived as long as "non-smokers." This gave the Chi News a chance to headline "Nicotine Loses and Wins."

Most papers didn't use the Mayo item. VanDeventer used it on WOR Mutual. In Fact has been informed by Dr. Sheard that his experiments were made with reference to night flying. They also apply to driving. (An abstract appears in "Federation Proceedings," Feb '46.)

5. American Heart Assn. A member of the College of Physicians & Surgeons sends IN FACT a reprint of the April 1945 issue of the association's publication, "The Effect of Smoking Tobacco on the Cardiovascular System," written by Dr. Roth of the Mayo Clinic. This article lists many of the authorities of the 20th Century who have investigated the effects of tobacco on all forms of heart troubles.

6. Dr. Martin Gumpert. Writing in "Tomorrow," May issue, this authority confesses that a year earlier, although aware of "possibly harmful consequences," he smoked 2 packs a day. He stopped on July 17, 1946 when he suffered a heart attack. "For a physician it is not possible to make excuses for continuing to smoke after such an occurrence," he states. He also confesses that most doctors' attitudes toward tobacco are based on their own smoking habits, rather than science. (Thousands of doctors are advertised as "endorsing Camels.")

Finally, Dr. Gumpert quotes the latest scientific data: "There undoubtedly exists a close relationship between the smoking habit and disturbances of the circulatory system, including the heart."

EDITORIAL POSTSCRIPT

IT DOESN'T matter what the subject is, you cannot get the facts in the American newspaper or magazine press.

And the facts concern you: your health (as the foregoing item on tobacco well illustrates), or your security (as our exposés of the landlords' lobby showed), or your general welfare (as most of IN FACT's items for more than 7 years have pointed out).

There are good newspapers—and we name them. There are good men in Congress—and we name them too. But, there are also agents of the NAM, the electric light interests, the 8 big banks, and 800 lobbyists who in Congress work to make profits for the corporations, and to rob you.

We name them. Few publications do. No one has done as much as this newsletter—we say this as a matter of fact.

The biggest issue of our time is the attempt of the few to rule America. F.D.R. said so and fought the enemy. Republicans like Sen. Murray, Democrats like Sen. Alben, are united on this. But even when they make it an issue in Congress, the press suppresses the news. The magazines are no better. The radio is controlled by the same people.

For more than a year, in all my spare time, I have been collecting important material for a book. Book publishing still maintains some freedom. All this evidence is new (except two or three documents for the appendix which are from IN FACT). The book will start you, and if you will help circulate it, it will start America.

I hope to finish the book this week, and to give you the details on this page, next week.

G.S.